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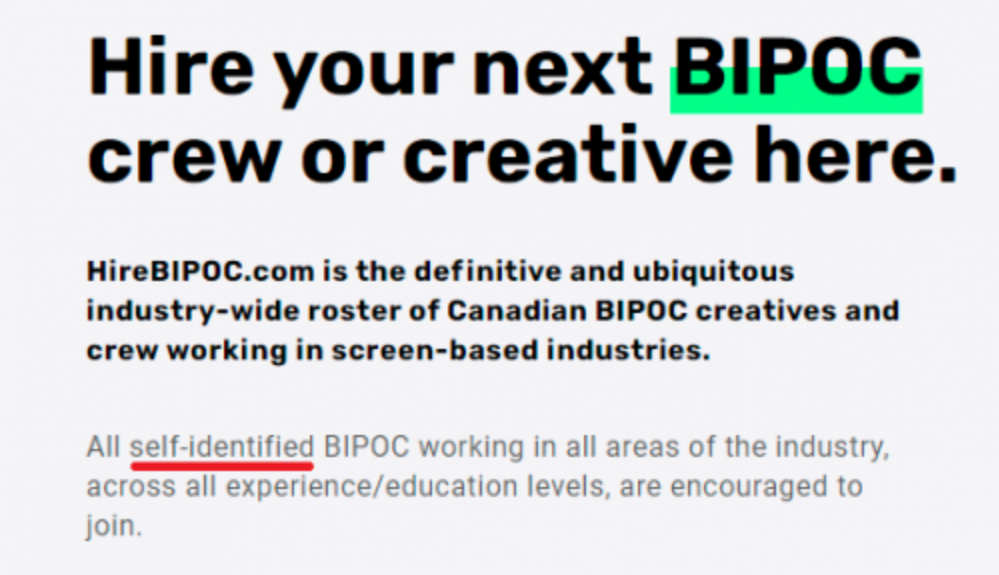
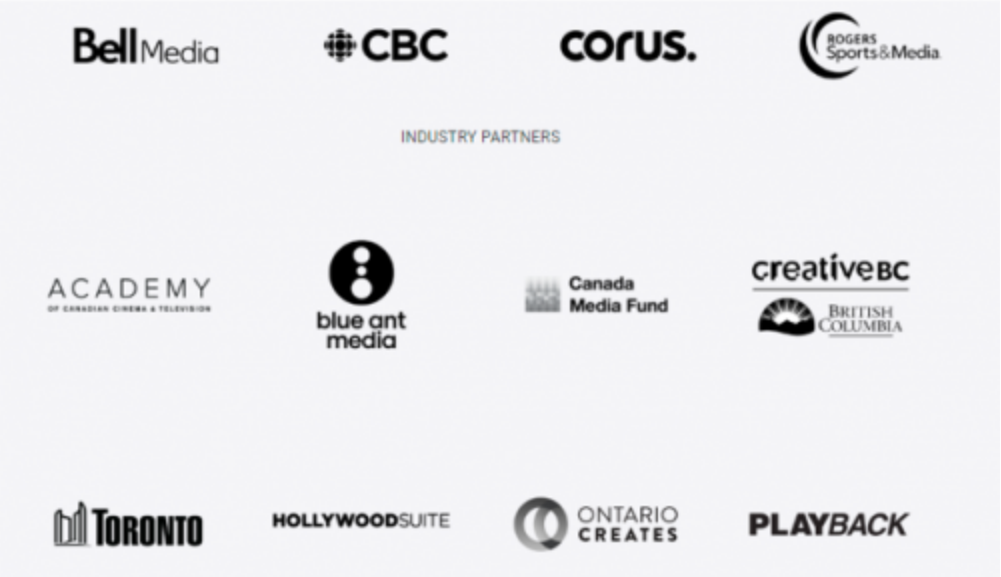
AUGUST 11, 2021 BY RONNIE

HireBIPOC, Replacing Whites In The Media Industry, All At Taxpayer Expense


Hire your next BIPOC crew or creative here.
HireBIPOC.com is the definitive and ubiquitous industry-wide roster of Canadian BIPOC creatives and crew working in screen-based industries.
All self-identified BIPOC working in all areas of the industry, across all experience/education levels, are encouraged to join.



HireBIPOC is a group that promotes the hiring of BIPOC (black, indigenous, people of colour) in the media. This includes pretty much everyone except whites, and that seems to be their only function.

All self-identified BIPOC working in all areas of the industry, across all experience/education levels, are encouraged to join.

Self-identified BIPOC? That sounds interesting.

The group claims to be run by volunteers, but this doesn't mean that there is no cost to the public. The companies that they land jobs with are funded by taxpayers. But don't worry, it's all in the name of equality, or some such nonsense.

HireBIPOC's objective is simple:
To eradicate systemic racism in the Canadian media landscape by

- Shifting thinking and practices around hiring
- Investing in the BIPOC community
- Getting more BIPOC hired

Apparently, there is systemic racism in the Canadian media landscape. So, the solution seems to be to ensure more people of every background are hired, except for whites. That actually sounds really racist.

> HireBIPOC will ***facilitate and increase BIPOC hiring in Canadian media & entertainment*** (television, film, digital) – whether Canadian or shot-in-Canada – in roles at all levels, ***across all areas of the industry*** – including production (above and below the line), behind the scenes, communications & marketing, and on-air.

> HireBIPOC will be the most comprehensive roster of roles in the Canadian tv, film, and digital media and will encompass jobs in production as well as at media companies and arts organizations. The site will be available in both English and French. ***HireBIPOC's category list will be extensive and include roles across all experience/education levels: writer, director, set decorator, wardrobe, production assistant, publicist, camera operator, post supervisor, social media manager, hair and makeup, accountant, on-air promotions, development executive, VFX/graphic designer, production executive***… the list goes on and on.

> We know a list is just a list unless it is used – consistently and across the industry. ***Canadian broadcasters Bell Media, CBC, Rogers, and Corus are HireBIPOC Foundational Partners*** and have committed to changing hiring practices within their respective organizations and the companies they work with. Specifically, they have committed to making the use of HireBIPOC a condition of greenlight.

> ***HireBIPOC is operated by BIPOC TV & FILM, a volunteer-run advocacy group founded nearly a decade ago with deep roots in the BIPOC community*** and a track record for training and educational work, as well as building solidarity across industry organizations. BIPOC TV & FILM will also track how the site is being used in order to develop new programs and initiatives to address gaps.

You may notice on this site that there is no emphasis whatsoever on ensuring that ***SKILLED*** people are put into such positions. There's no effort to ensure that the best people end up in such roles, regardless of background. A true meritocracy would be great. Instead, let's hire based on race and skin colour.

One could argue that it's private companies doing as they please, but that isn't really true. Canada Media Fund, for example, is heavily subsidized by taxpayer dollars. It seems that they all are, and this has been the case for many years. The CBC gets around $1.5 billion from the public annually, and the City of Toronto is "supposed" to serve all residents of there.

Side note: Toronto is a "sanctuary city" and will allow illegal aliens to access services. Thank you Rob and Doug Ford. But it also supports explicitly racist hiring practices in the media. Taking a look at HireBIPOC's partners, we see this:

NAME	TIME	AMOUNT
Blue Ant Media	Jul. 8, 2013	$45,153
Blue Ant Media	Jul. 8, 2013	$286,950
Blue Ant Media	Jul. 8, 2013	$290,808
Blue Ant Media	Aug. 12, 2014	$44,833
Blue Ant Media	Aug. 12, 2014	$302,691
Blue Ant Media	Apr. 1, 2021	$350,000
Canadian Film Centre	Apr. 30, 2018	$23,520
Canadian Film Centre	Aug. 21, 2019	$3,395,000
Canadian Film Centre	Apr. 29, 2019	$23,520
Canadian Film Centre	May 19, 2020	$9,414
Canadian Film Centre	Jun. 4, 2020	$600,000
Canada Media Fund Corporation	Jul. 18, 2006	$119,950,000
Canada Media Fund Corporation	Nov. 21, 2007	$119,950,000
Canada Media Fund Corporation	Jun. 20, 2008	$119,950,000
Canada Media Fund Corporation	Jun. 8, 2009	$119,950,000
Canada Media Fund Corporation	Apr. 1, 2010	$134,146,000
Canada Media Fund Corporation	Mar. 25, 2011	$34,596,000
Canada Media Fund Corporation	Aug. 12, 2011	$99,550,000
Canada Media Fund Corporation	May 8, 2012	$134,146,077
Canada Media Fund Corporation	May 2, 2013	$134,146,077

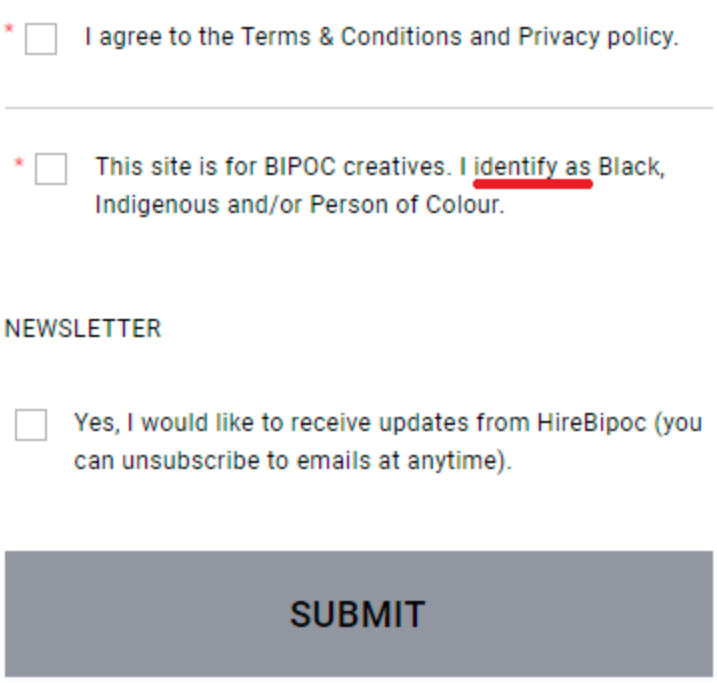
Canada Media Fund Corporation	May 5, 2014	$134,146,077
Canada Media Fund Corporation	May 22, 2015	$134,146,077
Canada Media Fund Corporation	May 13, 2016	$134,146,077
Canada Media Fund Corporation	Apr. 1, 2017	$134,146,077
Canada Media Fund Corporation	Apr. 1, 2018	$134,146,077
Canada Media Fund Corporation	Apr. 1, 2018 – Mar. 31, 2019	$16,960,000
Canada Media Fund Corporation	Apr. 1, 2019 – Mar. 31, 2020	$157,793,710
***Canada Media Fund Corporation	Apr. 1, 2020	$222,896,077
***Canada Media Fund Corporation	Apr. 1, 2020	$22,000,000
Canada Media Fund Corporation	Apr. 1, 2020 – Mar. 31, 2021	$26,365,000
Canada Media Fund Corporation	Apr. 1, 2021	$163,843,077
Canadian Media Producers Association	Apr. 5, 2016	$156,704.
Canadian Media Producers Association	Apr. 28, 2016	$50,600
Canadian Media Producers Association	May 2, 2017	$136,120
Canadian Media Producers Association	Jun. 1, 2018	$439,964
Canadian Media Producers Association	Jun. 1, 2018	$504,964
Canadian Media Producers Association	Apr. 12, 2019	$37,907
Canadian Media Producers Association	Nov. 27, 2020	$138,300
Canadian Media Producers Association	May 31, 2021	$99,750
Creative BC	Oct. 20, 2014	$1,200,000
Creative BC	Nov. 28, 2014	$1,199,992
Focus Media Arts Centre	Jul. 6, 2020	$30,374
The Remix Project	Jun. 11, 2018	$73,620
The Remix Project	Jun. 11, 2018	$318,750

The Remix Project	Apr. 1, 2021	$65,000
Rogers Media Inc. (Today's Parent)	Jul. 4, 2017	$374,592
Rogers Media Inc. (Châtelaine, French)	Jul. 4, 2017	$567,295
Rogers Media Inc. (Chatelaine, English)	Jul. 4, 2017	$1,176,978
Rogers Media Inc. (Maclean's)	Jul. 4, 2017	$1,492,069
Rogers Media Inc. (Today's Parent)	Apr. 1, 2018	$258,435
Rogers Media Inc. (Châtelaine, French)	Apr. 1, 2018	$539,977
Rogers Media Inc. (Chatelaine, English)	Apr. 1, 2018	$1,025,639
Rogers Media Inc. (Maclean's)	Apr. 1, 2018	$1,403,958
Telefilm Canada	Jun. 8, 2007	$29,000,000
Telefilm Canada	Nov. 14, 2007	$2,519,400
Telefilm Canada	Jun. 10, 2009	$14,300,000
Toronto Reel Asian Film Festival	Jun. 20, 2011	$50,000
Toronto Reel Asian Film Festival	Jan. 31, 2013	$50,000
Toronto Reel Asian Film Festival	Mar. 10, 2015	$50,000
Toronto Reel Asian Film Festival	Oct. 27, 2016	$18,500
Toronto Reel Asian Film Festival	Feb. 27, 2017	$60,000
Toronto Reel Asian Film Festival	Aug. 1, 2017	$3,200
Toronto Reel Asian Film Festival	Jul. 17, 2018	$7,532
Toronto Reel Asian Film Festival	Apr. 11, 2019	$48,085
Toronto Reel Asian Film Festival	May 21, 2019	$8,860
Toronto Reel Asian Film Festival	Apr. 1, 2020	$77,500
Toronto Reel Asian Film Festival	May 19, 2020	$7,840
Toronto Reel Asian Film Festival	Sep. 15, 2020	$12,000

***With Rogers, those are just some more recent ones

HireBIPOC works with many different media outlets, all of whom are receiving some sort of subsidies. Keep in mind, the above list only refers to FEDERAL grants. One would think that this type of hiring policy would be condemned by a Government that claims to support diversity and equality. But the reality is, that it doesn't.

It's interesting that in a "white supremacist system", the only group it's legal to discriminate against is whites. Seems to be a really ineffective way of doing things.


* I agree to the Terms & Conditions and Privacy policy.
* This site is for BIPOC creatives. I identify as Black, Indigenous and/or Person of Colour.
NEWSLETTER
Yes, I would like to receive updates from HireBipoc (you can unsubscribe to emails at anytime).
SUBMIT

SHERBROOKE RECORD LTD (For-profit organizations)
$12,337.00
Apr. 1, 2020
Agreement: Brome County News (1334585) (Apr. 1, 2020 - Mar. 31, 2021)
Description:
Canada Periodical Fund
Organization: Canadian Heritage
Program Name: Canada Periodical Fund - Special Measures for Journalism - COVID-19
Location: Lac-Brome , Quebec, Canada J0E 1V0

In October 2020, the Sherbrooke Record wrote an article in support of these policies. They call it "being inclusive", which is more than a bit dystopian. Just a thought, but perhaps that $12,000 subsidy they received 6 months earlier had something to do with it.

With all of that said, there seems to be a pretty easy way to game the system. There doesn't appear to be any verification requirements. You can simply "identify" as a person of colour, in order to work with HireBIPOC. How odd it is to have a systemic racism problem (allegedly), where the only way to level the playing field is to identify as a non-white. Perhaps Rachel Dolezal was onto something.

On a final note, it's unclear who actually runs HireBIPOC, at least from their website. Perhaps they're trying to avoid the inevitable backlash. Also, their privacy policy is a bit unsettling. Read into that what you will.

Anyhow, take a look at Press Forward, another media collective that is committing to supporting the work of every group, except one.

(1) https://www.hirebipoc.ca/
(2) https://www.hirebipoc.ca/about/
(3) https://www.hirebipoc.ca/partners/
(4) https://www.hirebipoc.ca/privacy/
(5) https://www.hirebipoc.ca/create-account/?v=j#join
(6) https://search.open.canada.ca/en/gc/
(7) https://www.sherbrookerecord.com/hirebipoc-a-new-initiative-calling-for-more-inclusive-hiring-practices-in-media/
(8) https://canucklaw.ca/press-forward-anti-white-independent-media-controlled-and-funded-by-the-establishment/

ANTI-WHITE, CANADA, GLOBALISM, HUMAN RIGHTS, LOBBYING, MEDIA, NGO/CS, POPULATION REPLACEMENT

2 Replies to "HireBIPOC, Replacing Whites In The Media Industry, All At Taxpayer Expense"

Joshua (Jush)

AUGUST 11, 2021 AT 1:20 PM

"Didn't go crazy"

Well done!

cindy

NOVEMBER 2, 2021 AT 9:52 AM

So sick of these pos. like how Brian Mulroney, Trudy’s ex-lover and a wealthy pos quit his job for diversity. I am a poor white, my kids need jobs too.